



U.S. Army 2005 MWR Leisure Needs Survey Results

**254th BSB - Schinnen
Germany**

BRIEFING OUTLINE

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□ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

□ **SURVEY RESULTS**

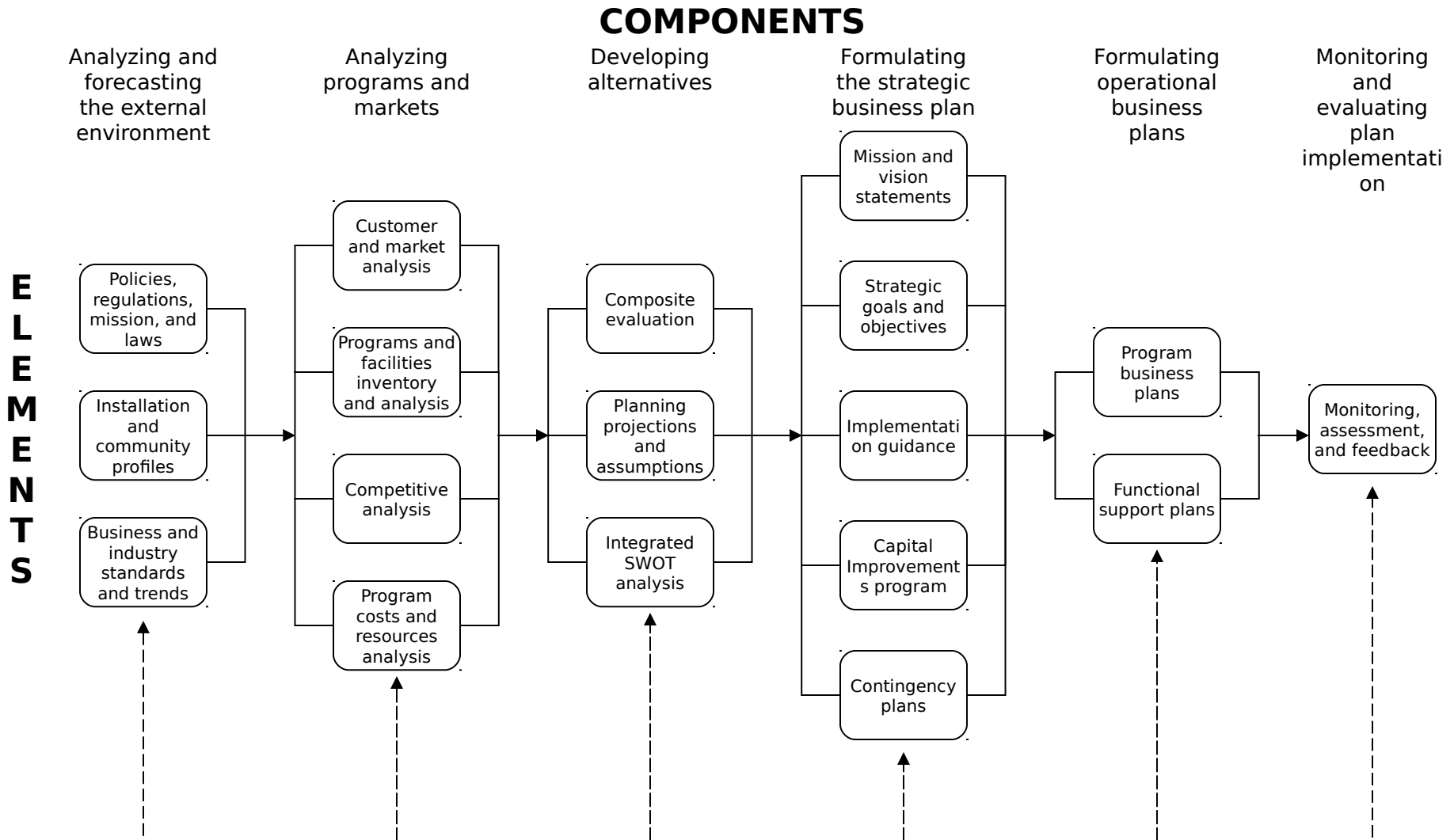
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

□ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 395 surveys were distributed at 254th BSB - Schinnen



▮ SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retired Military (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
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Active Duty	240	240	91	37.92%	±8.09%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	155	155	28	18.06%	±16.76%
Retired Military	N/A	N/A	N/A	N/A	N/A
Total	395	395	119	30.13%	±7.51%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

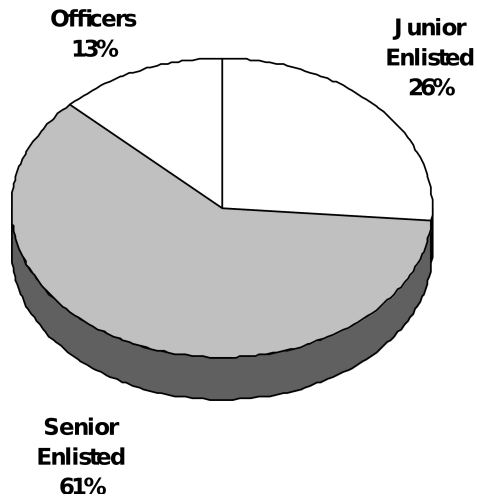
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

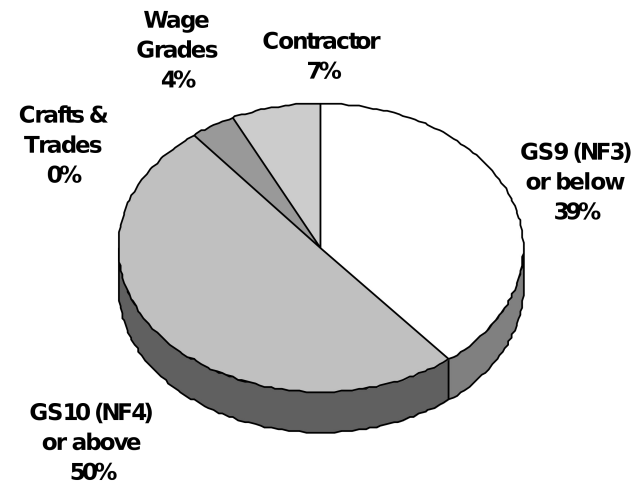
ACTIVE DUTY

(n = 87)



CIVILIANS

(n = 28)



* The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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□ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

□ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT 254th BSB - SCHINNEN

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MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	76%
Library	63%
Bowling Food & Beverage	63%
Bowling Center	58%
Athletic Fields	28%

LEAST FREQUENTLY USED FACILITIES

School Age Services	14%
Child Development Center	15%
BOSS	15%
Youth Center	17%
Outdoor Recreation Center	19%

MWR PROGRAMS & FACILITIES: SATISFACTION AT 254th BSB - SCHINNEN*

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FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Library	4.36
Fitness Center/Gymnasium	4.34
Swimming Pool	4.25
Automotive Skills	4.08
Bowling Food & Beverage	4.04

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Child Development Center	3.24
BOSS	3.32
School Age Services	3.54
ITR - Commercial Travel Agency	3.62
Outdoor Recreation Center	3.69

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT 254th BSB - SCHINNEN*

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FACILITIES WITH HIGHEST QUALITY RATINGS*

Fitness Center/Gymnasium	4.23
Library	4.13
Swimming Pool	4.11
Athletic Fields	3.99
Recreation/Community Activity Ctr.	3.95

FACILITIES WITH LOWEST QUALITY RATINGS*

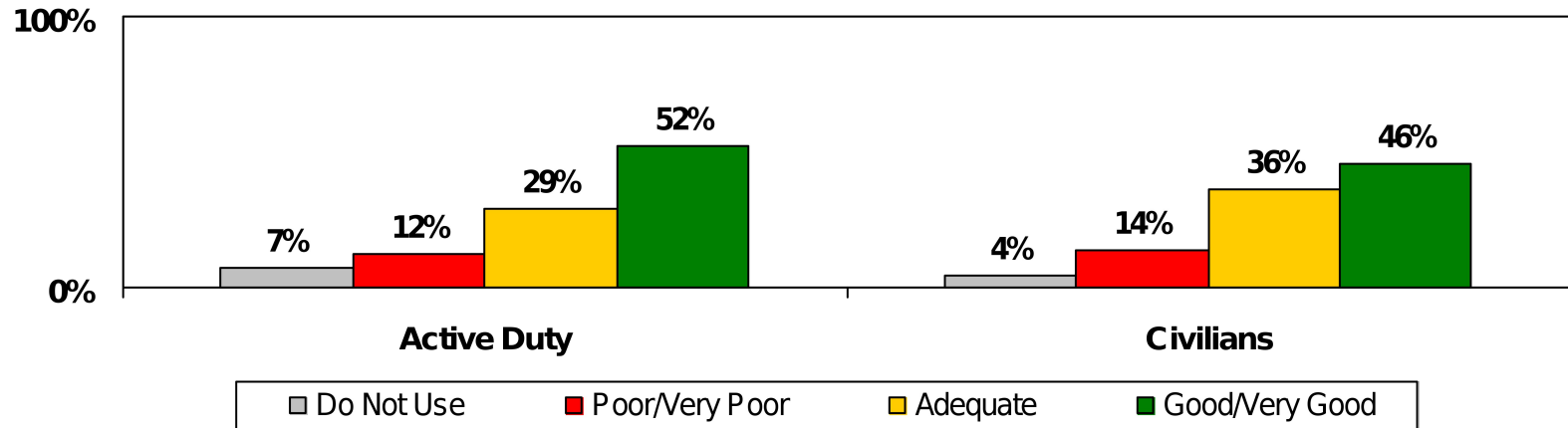
Child Development Center	3.18
BOSS	3.41
School Age Services	3.55
Post Picnic Area	3.56
Bowling Center	3.67

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

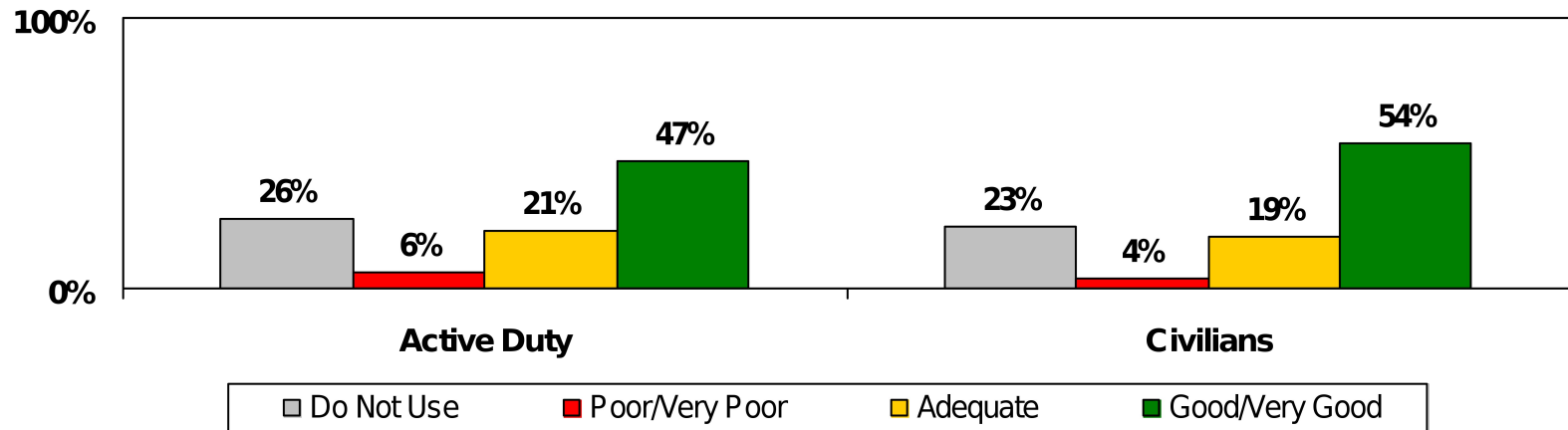
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



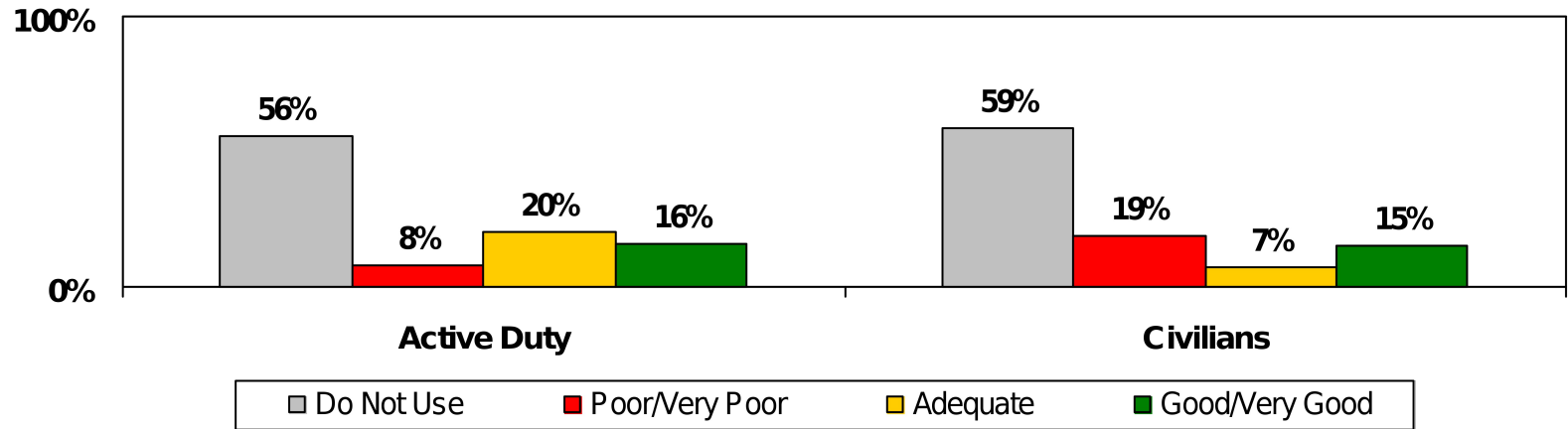
Quality of Off-Post Services



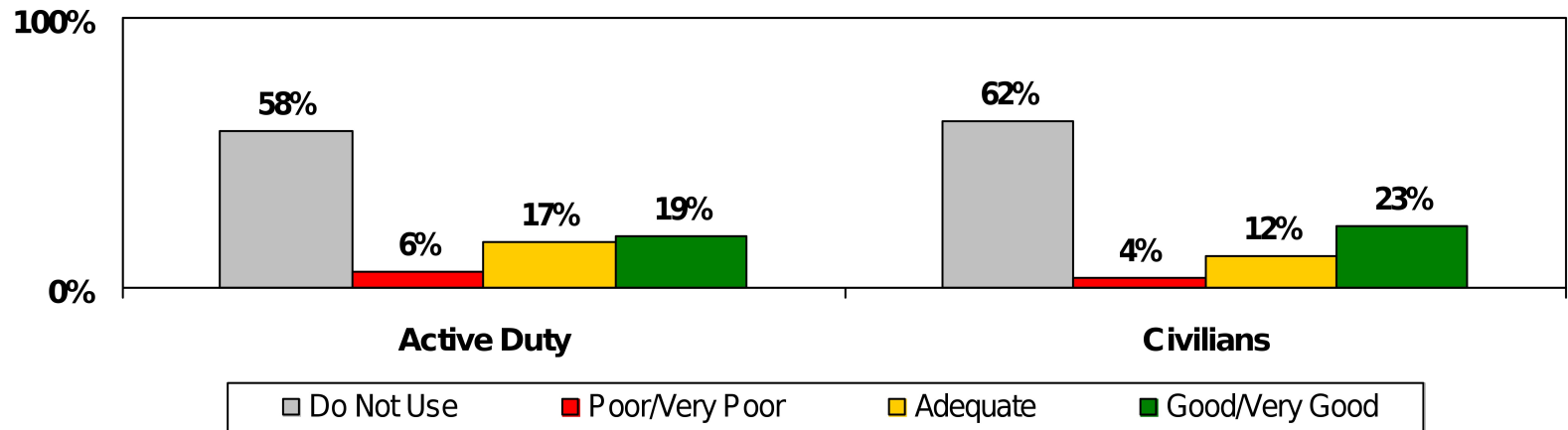
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



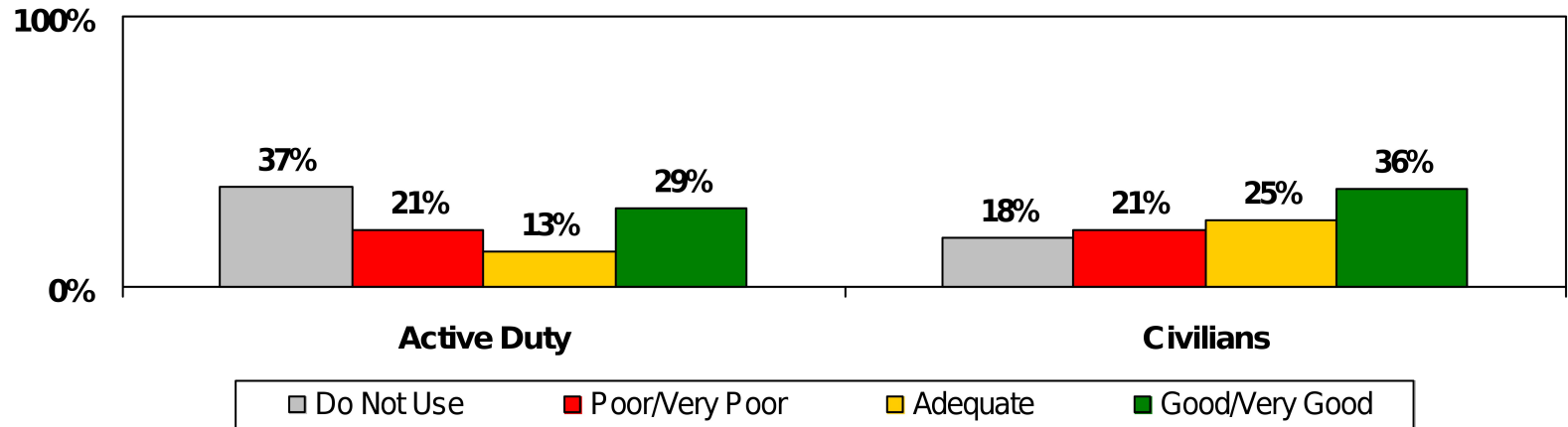
Quality of Off-Post Services



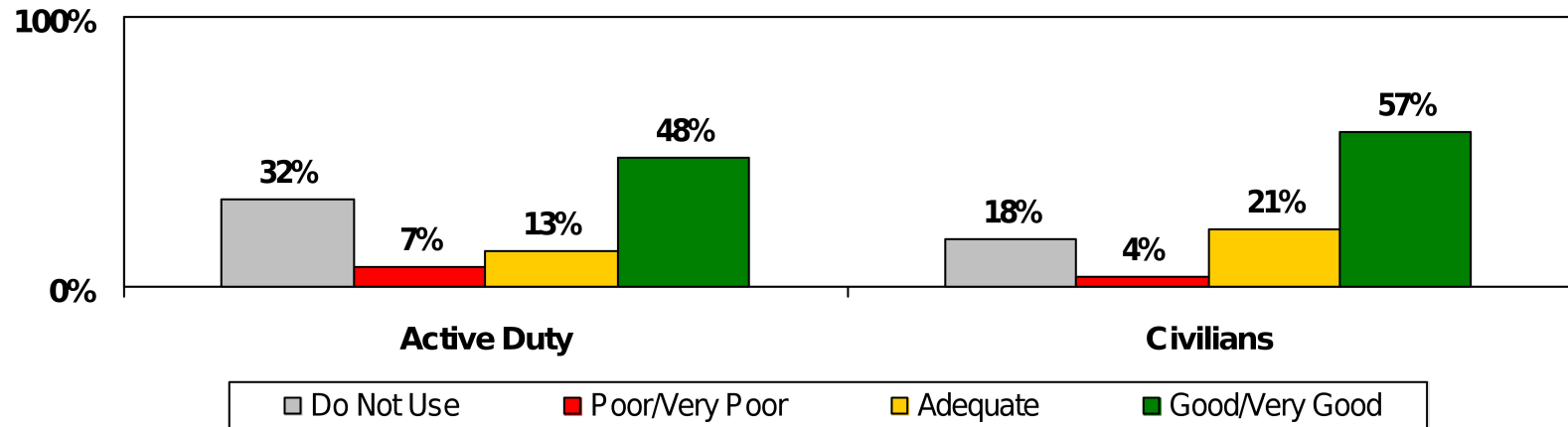
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

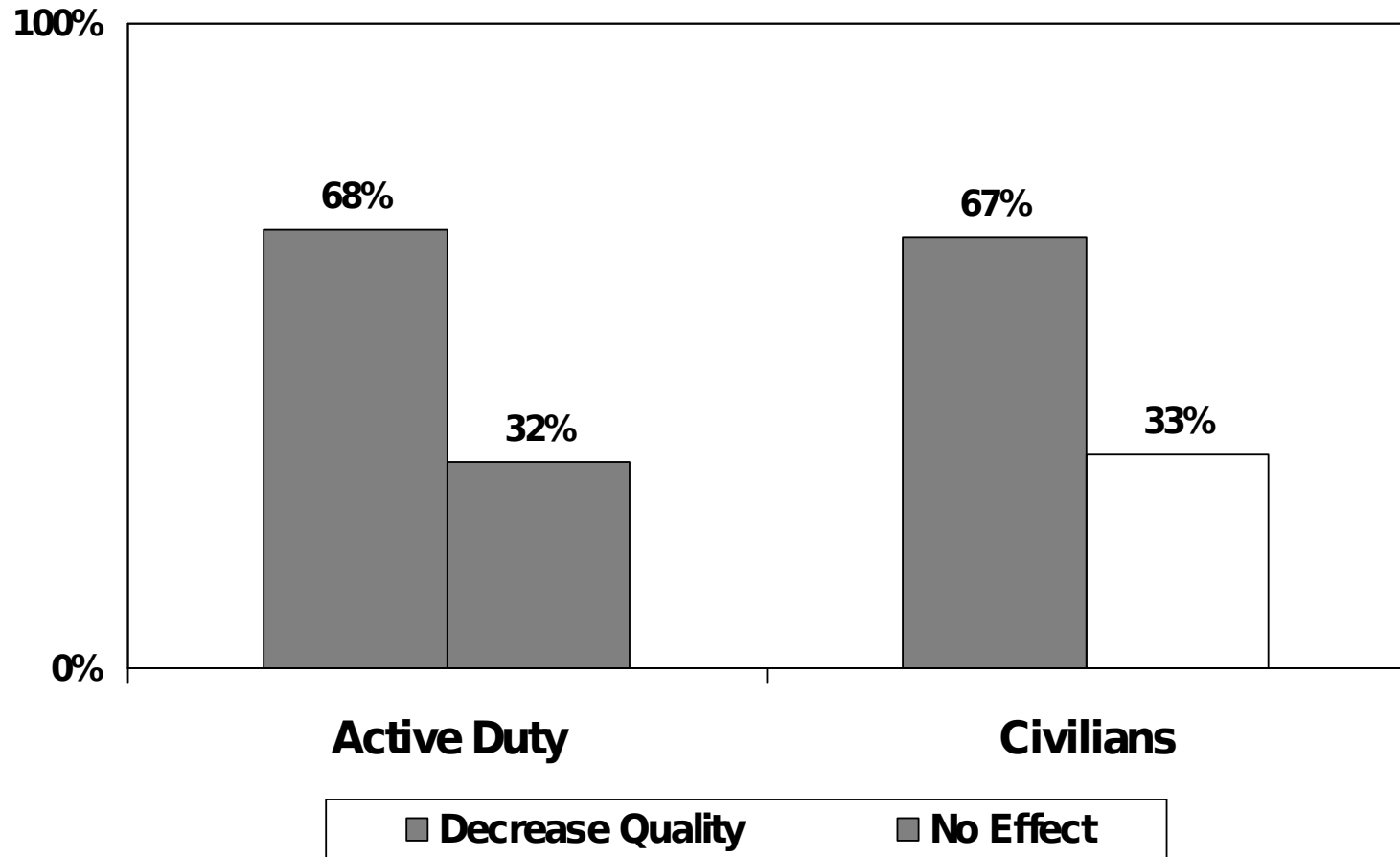


Quality of Off-Post Services



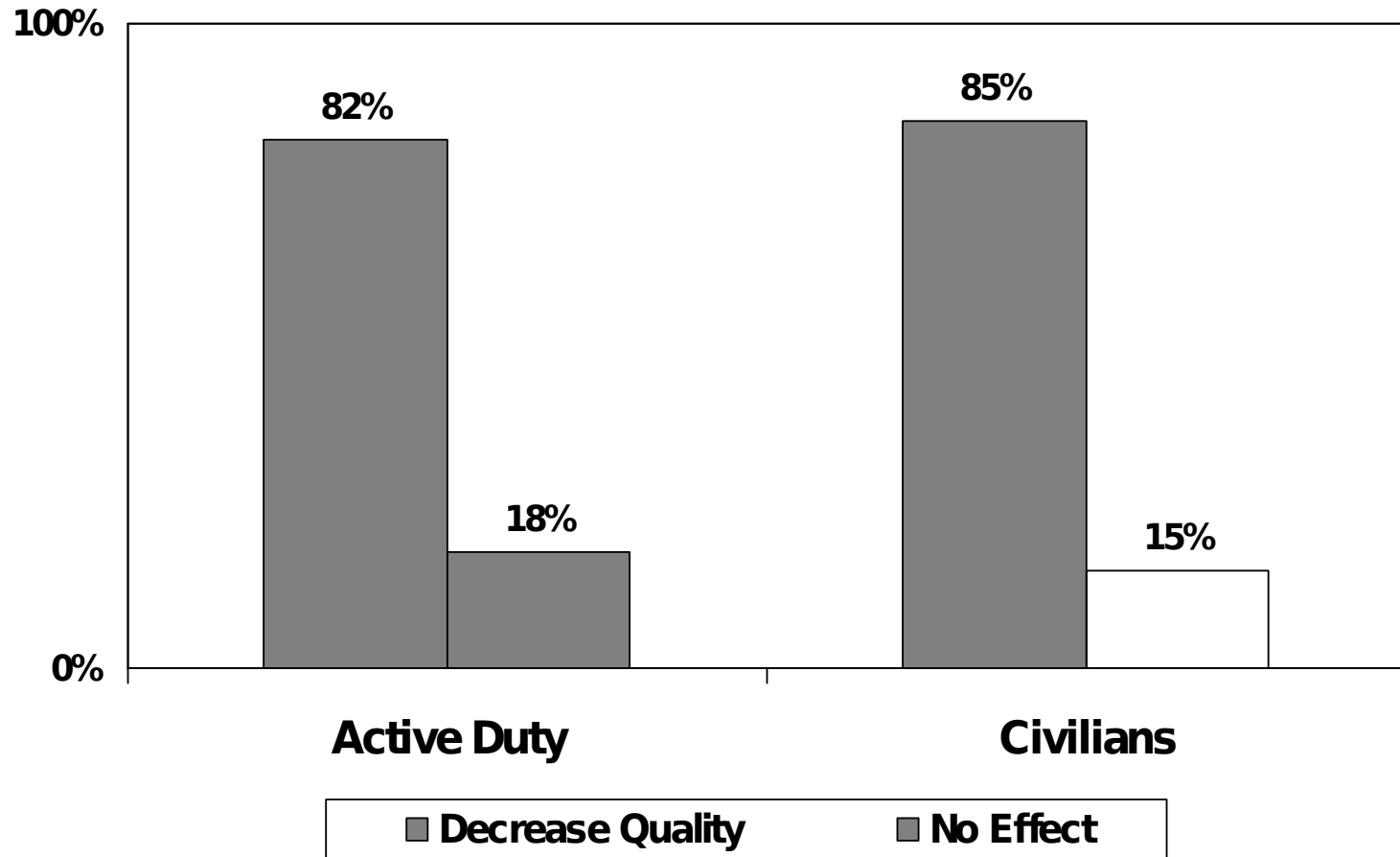
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	87%
Library	83%
Youth Center	53%
Child Development Center	52%
Army Lodging	50%
Bowling Center	49%
School Age Services	46%

RV Park	77%
Golf Course Pro Shop	64%
Golf Course	62%
Cabins & Campgrounds	60%
Golf Course Food & Beverage	58%
Marina	44%
Clubs	36%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	11%	11%	11%
E-mail	34%	37%	35%
Friends and neighbors	37%	44%	40%
Family Readiness Groups (FRGs)	16%	0%	10%
Bulletin boards on post	46%	44%	45%
Post newspaper	23%	33%	27%
MWR publications	22%	33%	26%
Radio	24%	44%	32%
Television	7%	0%	4%
My child(ren) let(s) me know	9%	4%	7%
Other unit members or co-workers	34%	44%	38%
Unit or post commander or supervisor	17%	19%	18%
Marquees/billboards	11%	30%	19%
Flyers	34%	37%	35%
Other	7%	7%	7%
I never hear anything	14%	11%	13%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	77%
Better Opportunities for Single Soldiers	36%
Army Community Service	47%
MWR Programs and Services	75%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and referral	54%	83%	17%
Outreach programs	51%	74%	26%
Family Readiness Groups	77%	70%	30%
Relocation Readiness Program	76%	91%	9%
Family Advocacy Program	72%	78%	22%
Crisis intervention	46%	69%	31%
Money management classes, budgeting assistance	66%	82%	18%
Financial counseling, including tax assistance	72%	84%	16%
Consumer information	41%	72%	28%
Employment Readiness Program	41%	86%	14%
Foster child care	29%	45%	55%
Exceptional Family Member Program	69%	78%	22%
Army Family Team Building	46%	69%	31%
Army Family Action Plan	46%	82%	18%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	35%
Personal job performance/readiness	38%
Unit cohesion and teamwork	39%
Unit readiness	45%
Relationship with my spouse	34%
Relationship with my children	44%
My family's adjustment to Army life	49%
Family preparedness for deployments	45%
Ability to manage my finances	43%
Feeling that I am part of the military community	42%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	75%
Helps minimize lost duty/work time due to lack of child care/youth services	70%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	57%
Allows me to work outside my home	81%
Allows me to work at home	70%
Offers me an employment opportunity within the CYS program	71%
Allows me/my spouse to better concentrate on my/our job(s)	70%
Provides positive growth and development opportunities for my children	75%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	31%
Personal job performance/readiness	35%
Unit cohesion and teamwork	45%
Unit readiness	36%
Ability to manage my finances	24%
Feeling that I am part of the military community	31%
Relationship with my children (single parents)	29%
My family's adjustment to Army life (single parents)	33%
Family preparedness for deployments (single parents)	33%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	65%
Multi-media (videos, DVDs, CDs)	61%
Entertaining guests at home	56%
Internet access (library)	53%
Internet access/applications (home)	52%
Reading	51%
Going to movie theaters	48%
Special family events	48%
Reference/research services	46%
Walking	43%

Top 5 for Active Duty

Internet access (library)	58%
Multi-media (videos, DVDs, CDs)	54%
Watching TV, videotapes, and DVDs	53%
Internet access/applications (home)	51%
Entertaining guests at home	50%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	86%
Multi-media (videos, DVDs, CDs)	71%
Special family events	70%
Entertaining guests at home	65%
Walking	64%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	18%
Touch/flag football	17%
Softball	14%
Volleyball	14%
Self-directed sports tournaments	12%

Outdoor Recreation

Bicycle riding/mountain biking	27%
Going to beaches/lakes	27%
Picnicking	19%
Camping/hiking/backpacking	18%
Volksmarching	9%

Social

Entertaining guests at home	56%
Special family events	48%
Happy hour/social hour	37%
Dancing	32%
Specially arranged shopping trips	32%

Sports and Fitness

Walking	43%
Cardiovascular equipment	38%
Weight/strength training	35%
Bowling	28%
Running/jogging	28%

Entertainment

Watching TV, videotapes, and DVDs	65%
Going to movie theaters	48%
Festivals/events	38%
Plays/shows/concerts	21%
Attending sports events	19%

Special Interests

Internet access/applications (home)	52%
Automotive maintenance & repair	31%
Gardening	25%
Computer games	25%
Trips/touring	24%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Multi-media (videos, DVDs, CDs)	61%	N/A	61%
Internet access (library)	53%	N/A	53%
Reading	51%	N/A	51%
Reference/research services	46%	N/A	46%
Study/self development	42%	N/A	42%
Weight/strength training	33%	2%	35%
Cardiovascular equipment	33%	5%	38%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

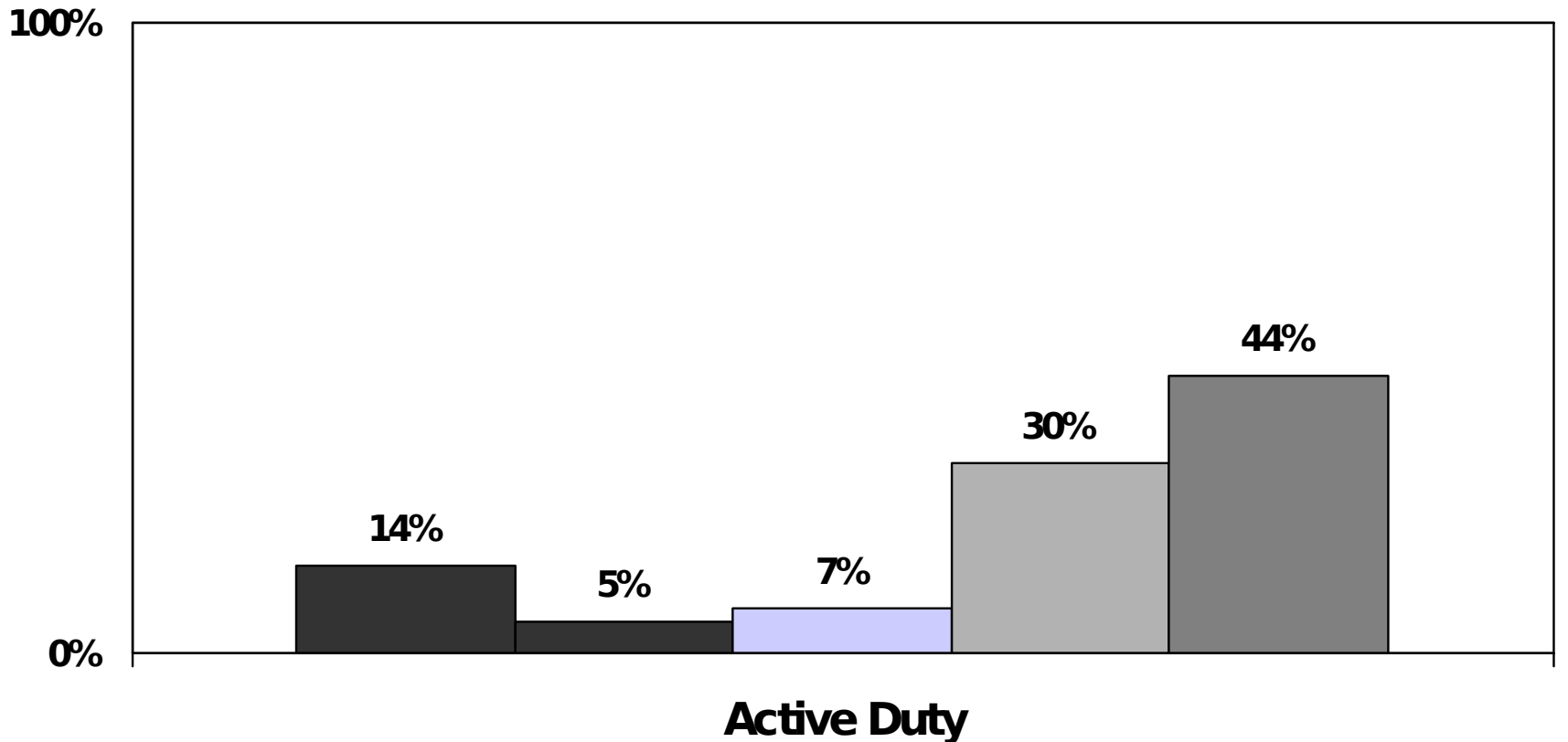
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	11%	1%	40%	52%
Automotive maintenance & repair	15%	6%	9%	31%
Gardening	0%	2%	24%	25%
Computer games	1%	2%	23%	25%
Trips/touring	4%	21%	0%	24%
Digital photography	0%	11%	13%	24%
Automotive detailing/washing	0%	11%	8%	19%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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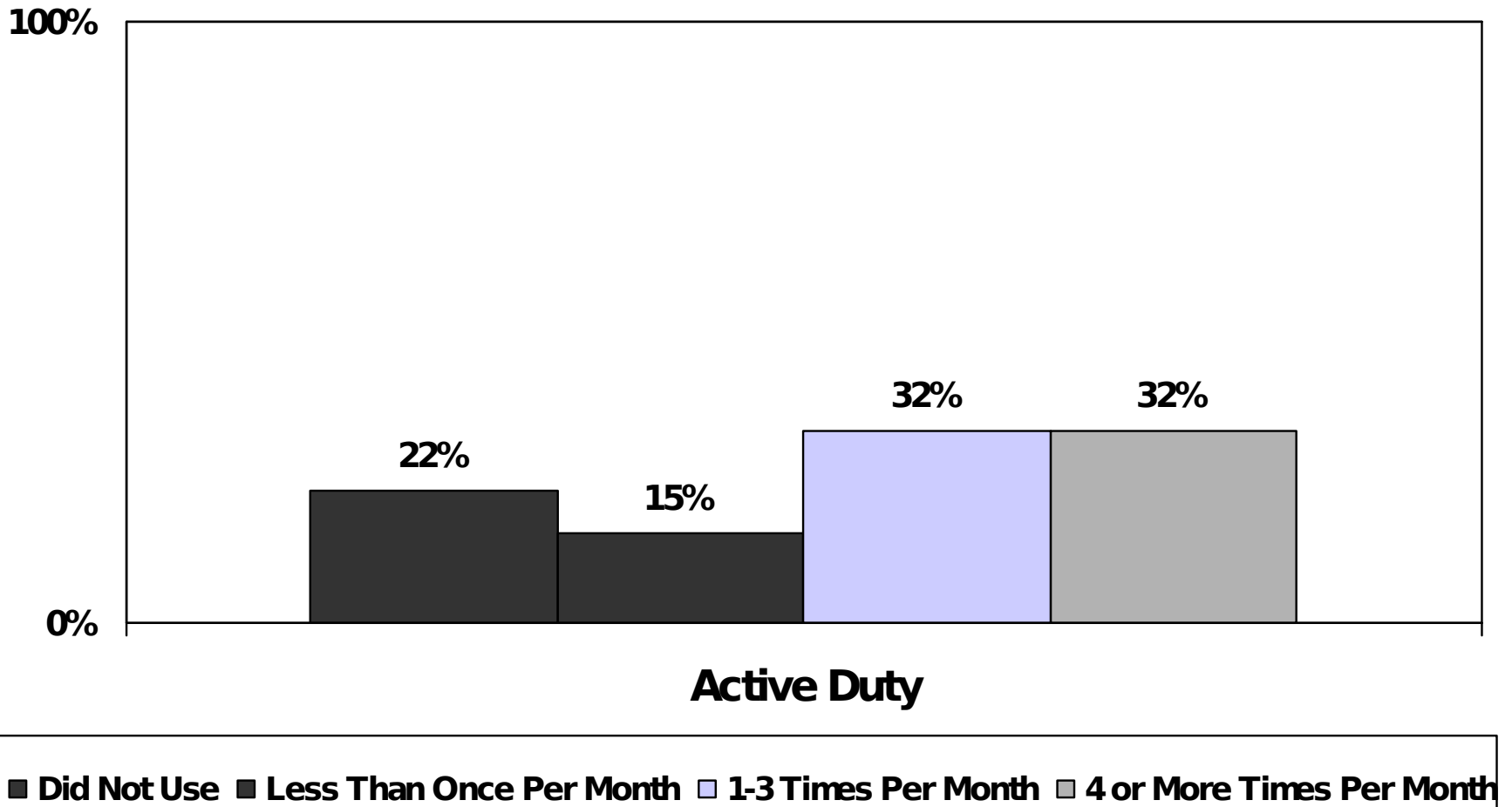


■ Not Important ■ Slightly Important ■ Moderately Important ■ Important ■ Very Important

DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

INSTALLATION

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CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	20%
Probably will not make military a career	9%
Undecided	20%
Probably will make military a career	16%
Definitely will make military a career	34%

NEXT STEPS

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□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)